

**ETS-103**  
**Travel Agency and Tour Operation**

**Code:** ETS-103

**Programme:** Diploma in Tourism Studies DTS 17

**Year / Semester:** 1st Year

**Objective:** To impart knowledge regarding the operation and functioning of travel agency and tour operators.

**Credits:** 4

<b>Block: 01 History and Growth of Travel Agency</b>	
<b>Unit 1</b>	History of Travel Agency and Tour Operation
<b>Unit 2</b>	Growth and Development of Travel Agency and Tour Operation in India
<b>Unit 3</b>	Factors Responsible for Growth of Travel Sector
<b>Unit 4</b>	Travel agency and Tour Operation
<b>Block: 02 Basic Aspects of Travel Operation</b>	
<b>Unit 5</b>	The Indian Travel Agents and Tour Operators- An Overview
<b>Unit 6</b>	Forms and Types of Travel Operation
<b>Unit 7</b>	Components and elements of Tour Operation
<b>Unit 8</b>	International Conventions on Travel and Tour Operations
<b>Block: 03 Role and Function of Travel Intermediaries</b>	
<b>Unit 9</b>	Linkages and arrangement with other Tourism Components
<b>Unit 10</b>	Travel Information and Counseling
<b>Unit 11</b>	Documentation and Ticketing:
<b>Unit 12</b>	Itinerary Preparation and Tour Packaging
<b>Block: 04 Entrepreneurship in Travel Operation</b>	
<b>Unit 13</b>	Setting up of Travel agency and Tour Operation Business:
<b>Unit 14</b>	Role and Functions of Tourism Organisations:
<b>Unit 15</b>	Trade Association and Organisations in Travel Promotion:
<b>Unit 16</b>	Present Business trends and Future prospects: